

What to Sell Part 4

Go back to Audience Insights and bring up your target audience.

Open up some of the pages that your audience has the most affinity with. In other words the pages where a lot of your audience hangs out.

Like and Follow some of these pages.

You will now see posts from these pages on your own newsfeed, allowing you to spot posts that are popular – the posts that have a lot of likes, shares and comments.

Also, Facebook will start to display ads that they now think are relevant to YOU because you have liked and followed certain pages.

If you click on some of those ads, Facebook will then show you even more! So you will start to see ads that are targeted to your audience.

Do you see how valuable this is?

Facebook knows which ads to show to who and they know this based on user's behaviour. In fact Facebook has over 3000 data points that are used to determine which users see which ads. There is no other platform that has such advanced ad targeting. Facebook is truly the King!

This means that the ads you see are the ads that your target audience is most likely to take action on and from this you can get more ideas about niches and products to sell to them.

If you don't want all these 'liked' pages to show on your personal profile, refer to the video for instructions on how to hide them from view.

CAVEAT

Stay away from product lines that are dominated by a few giant players.

- cell/mobile phones

- laptops & computers
- TV's
- perfume/fragrances

Stop thinking like this!...

Like what?

Like you only have one chance to make it work.

You don't!

You have as many chances as you want.

That's right!

So don't limit yourself.

You have no stock to buy.

Therefore you can test stuff.

And then test some more!

Test audiences, niches, products.

Some things will work...

And some won't.

Run with the winners.

Drop the losers.

Rinse & repeat.

Do this until you reach your goals.

